Women Business Owners

Wisconsin Job Creators

Female owned businesses contribute

\$23Billion

in total annual economic impact, and their influence is expected to grow.

122,000

businesses are women-owned

 that's one out of every four businesses in the state.

36%

increase in female owned businesses from 1997-2013.

155,000

workers are employed by womanowned businesses, with annual

payrolls of







Wisconsin Women's Council. Data Sources: American Express OPEN, The State of Women Owned Businesses, 2013, www.openforum.com; U.S. Census Bureau, Survey of Women Business Owners, 2007, http://www.census.gov/econ/sbo/